To:

Fitzgerald, Don P.

From: Edited: MacWilliams, Lori 1/6/98 13:39

Subject: No Bull 5 POS

Don,

As you are aware, all NO BULL 5 POS allocated at the ROU level was ordered to retail for 1/5/98 DTS. In addition to the ROU allocation, Winston shipped 1 SKU comm #537644 (Easel Card/50 Ballots) DSD to Partner Accounts. DM's have reported that some retailers are already out of stock of the Ballots. In that the Ballots are a crucial component to the success of the program, I was curious if Winston had plans to coordinate a follow up DSD shipment of Ballots to Partner Accounts. One suggestion which would assist us in maintaining inventory of Ballots throughout 1998, would be to initiate a toll free # for retailers to call for replenishment. Please let me know your thoughts. Thanks for your help as always.

Lori

CC:

1600 - Buffalo Region (BURRELL)

The to initial, which which which is the company of party.